



Department of Banking and Finance

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Sonny Perdue
Governor

Robert M. Braswell
Commissioner

March 23, 2010

VIA REGULAR & CERTIFIED MAIL – 91 7108 2133 3937 2540 5414

H.O.P.E. Alliance d/b/a Home Ownership Protection Education Alliance, Inc. d/b/a **FILED**
www.helpnowalliance.org
13660 Wright Circle
Tampa, Florida 33626

APR 28 2010

GEORGIA DEPARTMENT OF
BANKING AND FINANCE

ORDER TO CEASE AND DESIST

Pursuant to O.C.G.A. § 7-1-1018(a), the Georgia Department of Banking and Finance ("Department") hereby orders you, **H.O.P.E. Alliance d/b/a Home Ownership Protection Education Alliance, Inc. d/b/a www.helpnowalliance.org**, to cease and desist from engaging in activities in violation of the Georgia Residential Mortgage Act, O.C.G.A. § 7-1-1000 *et seq* ("the Act"). O.C.G.A. § 7-1-1002(a) prohibits any person from transacting business as a residential mortgage broker or residential mortgage lender unless licensed or exempted from licensing requirements. The Department has documentation that **H.O.P.E. Alliance d/b/a Home Ownership Protection Education Alliance, Inc. d/b/a www.helpnowalliance.org** violated the Act, specifically O.C.G.A. § 7-1-1002, by engaging in residential mortgage broker/lending activities without a valid license or pursuant to an applicable exemption.

This Order shall be final thirty days from the date of issuance. O.C.G.A. § 7-1-1018(a). The Department, however, may rescind the Order to Cease and Desist if within this thirty-day period you provide the Department with documentation showing that **H.O.P.E. Alliance d/b/a Home Ownership Protection Education Alliance, Inc. d/b/a www.helpnowalliance.org** possesses a valid license or qualifies for an exemption found in O.C.G.A. § 7-1-1001. If the Department finds no valid license or applicable exemption exists, the Order to Cease and Desist shall become a final order of the Department pursuant to O.C.G.A. § 7-1-1018(a). Should you have any questions concerning this matter, please direct them to Betty Thomas, Senior Mortgage Examiner, at (770) 986-1316.

Rod Carnes, CFE
Deputy Commissioner
Non-Depository Financial Institutions Division